

Lila Long

FEB 18 1944

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 18, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Now Showing <i>Feb 27 4:20 p.m. 47th St. Dress</i>	COLOR FILM: MEXICO "TEQUILA COCKTAIL" WEARABLES A new Audio-Visual motion picture in natural color, introducing a unique merchandising idea, in line with the currently alive Mexican fashion trend. Showings to the retail trade and other merchandise groups by appointment only. Contact: Harold L. Gershel, Director of the Little Theatre, PE. 5-9434.	MARVIN TEXTILE ASSOCIATES	EMPIRE STATE BUILDING ROOM 2415 "LITTLE THEATRE"
✓ Now Showing	EXHIBIT: "MAN OF FASHION IN 18TH & 19TH CENTURY" 100 items of historic gentlemen's clothing which have served as inspiration for women's styles, on view for several months. Public invited, free. Publicity: Jerome Irving Smith, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	5TH AVENUE, 103RD TO 104TH STREETS
✓ Just Published	BOOKLET: COTTON FROM RAW MATERIAL-FINISHED PRODUCT Helpful history of cotton from growth to finished product, illustrated with 94 swatches of basic cotton weaves. Of interest to people in the cotton industry. Price of leaflet, \$1.20. On sale at Cotton-Textile Institute, WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE, INC.	320 BROADWAY
✓ Now Going On	NEW ADVERTISING PRODUCTION COURSE New war-time trends and restrictions in advertising and graphic arts will be tied in with advertising campaigns, copy writing, layout, etc. Cost of each course, \$10; length, 16 weeks. For further information, contact: C.C.N.Y., Evening Session, GR. 5-7140.	CITY COLLEGE BUSINESS SCHOOL	LEXINGTON AVENUE AT 23RD STREET
✓ Just Arrived	MOLYNEUX COLLECTION OF SPRING ORIGINALS To see, contact: Victor Pincus, PL. 8-2014.	VILLA-ZIGMUND	18 EAST 50TH STREET
✓ Just Issued	NEW MERCHANDISING CALENDAR A simplified merchandising calendar for the New York retailer, noting weather and general expectancy of sales as based on last year's figures. Obtained by addressing Lee Tracy, Sales Promotion Director, N. Y. Daily Mirror, 235 East 45th Street.	NEW YORK DAILY MIRROR	235 EAST 45TH STREET
✓ Friday Feb. 18 10:30 A.M.	PREVIEW OF SPRING MILLINERY Showing of Bendel Hat Originals, not to be missed. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
✓ Friday Feb. 18 3:00 P.M.	SPRING ORIGINALS Press preview of seasonal collection, strictly by invitation. Sure to include news-making trends. Publicity: Eleanor Lambert, PL. 5-8580.	MAINBOCHER	6 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Friday Feb. 18- Feb. 26	FASHIONS: 1ST CENTURY B.C. TO 19TH CENTURY A.D. Miniature painted lead costume figurines collected in England and the Chateaux District of France on display in the Traphagen School Library. They illustrate fashions from 1st Century B.C. through Napoleonic Era. Public invited. Open 9:30 A.M.-9:30 P.M. daily; Saturdays until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
✓ Saturday Feb. 19 10:30 A.M.	"CALLING ALL GIRLS" MEETING This is a spring preview of teen-age fashions, with a surprise feature for the teen-agers. They and their parents are invited. The press, also. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	COLONIAL ROOM 3RD FLOOR
✓ Saturday Feb. 19 11:00 A.M., 3:00 P.M.	HOME SEWING FASHION SHOW High School students will demonstrate, in playlets, how make-up, accessories, and trimming touches can glorify home sewing. Public invited. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND HIGH SCHOOL STUDENTS	FABRIC DEPARTMENT 2ND FLOOR
✓ Saturday Feb. 19 11:30 A.M.	DISCUSSION OF WOMEN BROADCASTERS At 11:30 A.M., Lisa Sergio, Bessie Beatty, Alma Kitchell, and others will discuss "The Importance of The Strategic Role of Women BROADCASTERS. Women LISTENERS will be represented at a later luncheon session by Katherine Lenroot, Mrs. William Hastings, Mrs. Harold Milligan. Tickets obtainable from Mrs. Dorothy Lewis, 535 5th Ave. Morning session and luncheon, \$3. Contact: Eleanor Sanger, CI. 5-5566.	NAT'L ASSOCIATION OF BROADCASTERS	ROOSEVELT HOTEL MADISON AVE. AT 45TH ST.
✓ Saturday Feb. 19- Feb. 26	SEW AND SAVE WEEK The 6th annual promotion of piece-goods, patterns and allied notions for the purpose of teaching women how they can care for their own clothes. President, Sew and Save Week, Henry B. Osmer. All leading department stores, store groups, wholesale companies and the Red Cross will take part in this event which is supported by window displays and interior displays in the stores. Contact: National Needlecraft Bureau, LE. 2-4455.	NATIONAL NEEDLE- CRAFT BUREAU	385 5TH AVENUE

WEEK BEGINNING MONDAY, FEBRUARY 21, 1944

✓ Monday Feb. 21 11:00 A.M.	SPRING COLLECTION OF MME. LYOLENE Always a news-making, beautiful collection. Mme. Lyolene, formerly of Heim of Paris and Hattie Carnegie, New York, shows wearable high styles in the French manner. Collection includes women's and misses' fashions. Press invited. Publicity: Mrs. I. A. Potter, PL. 3-1085.	MADAME ET LA JEUNE FILLE	30 EAST 54TH STREET
✓ Monday Feb. 21 1:00 P.M. Luncheon	ADVANCE SPRING FASHION SHOW Public will have an early look at pre-Easter Fashions. Press by invitation. Luncheon from \$1.85. Milgrim's Publicity: Ruth Waltz, CI. 7-7200. St. Regis Publicity: Mary Alice Rice, Director, Fashion Shows, PL. 3-4500.	MILGRIM'S (6 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
✓ Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Tuesday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 23 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW SPRING SUIT PICTURE Tailored and dressmaker suits to show the trend from the man-tailored to the softer, dressmaker suit. Luncheon a la carte. Open to public. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Bureau of Fashion Trends, WI. 7-7476. Waldorf Publ.: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE AND BUREAU OF FASHION TRENDS	WALDORF ASTORIA HOTEL SERT ROOM

Wednesday Feb. 23 2:30 P.M.	SPECIAL PRESS SHOWING ORIGINAL MILLINERY MODELS Press strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.	HATTIE CARNEGIE	711 FIFTH AVENUE
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Wednesday Feb. 23 3:00 P.M.	PRESS PREVIEW: CUSTOM- MADE COLLECTION The usual attention to detail that goes with a Chez Ninon Collection. Print designs by Mme. Lynne. Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	CHEZ NINON	SALON 785 5TH AVENUE
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Thursday Feb. 24 1:00 P.M. Luncheon	UNUSUAL ACCESSORY COLLECTION Stressing hand bags, gloves, famous Jensen silver jewelry and other fashion innovations. Open to public. Press by invitation. Luncheon \$2. Jensen Publ.: Rosemary Sheehan, CO. 5-3147. Plaza: Alma Zaiss, PL. 3-1740.	GEORG JENSEN (667 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
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Feb. 24 BERGDORF GOODMAN'S SPRING SHOWING FOR THE PRESS. (Details below).

Thursday Feb. 24 3:00 P.M.	FASHION SHOWING OF SPRING SUITS A comprehensive picture of stroller suits, cardigans, boleros and others in the spring style scene. Press and public invited. Publicity: Ruth Le Bron, WI. 7-8200.	OPPENHEIM COLLINS	SUIT DEPARTMENT 3RD FLOOR
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PRESS OPENINGS OF THE LEADING CUSTOM-MADE COLLECTIONS

Showings of the custom-made Dress Collections of the leading creators are open only to those members of the Press who have been notified and invited.			
Thursday.... Feb. 24	BERGDORF GOODMAN At 5:30 P.M.	754 5TH AVE.	PUBL.: FLORENCE NEFF PL. 3-7300
Monday..... Feb. 28	SAKS 5TH AVENUE At 3:00 P.M.	611 5TH AVE.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Tuesday..... Feb. 29	MILGRIM'S At 10:30 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ CI. 7-7200
Wednesday... Mar. 1	HATTIE CARNEGIE At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES WI. 2-2600
Thursday.... Mar. 2	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON CI. 7-1100
Thursday.... Mar. 2	BONWIT TELLER At 3:00 P.M.	721 5TH AVE.	PUBL.: BETTINA VIGLEZE EL. 5-6800

Friday Feb. 25 11:00 A.M. Brunch	COMING OUT PARTY FOR MISS TOOTSIE V-M Specially conducted tour through the Miss Tootsie factory to show vitamin candy in the making. Press by invitation. Publ.: Claire A. Wolff, LO. 5-5978.	THE SWEETS COMPANY OF AMERICA	16TH ST. AT WILLOW AVE. HOBOKEN, NEW JERSEY
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Friday Feb. 25 3:15 P.M.	COOKING SCHOOL: "PURSE STRING RECIPES" How to eat tastefully and delightfully on a limited budget will be demonstrated by Elsa Steinberger, lecturer from the Brooklyn Union Gas Co. Public invited, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	COLONIAL ROOM 3RD FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Sunday Feb. 27	NEW RATION TOKENS IN EFFECT Hand-bag manufacturers preparing Spring lines are designing purses with space for the new ration tokens which go into effect Feb. 27th. There will be 2 billion ration tokens distributed, dime-size, in plastic and base metal.	O.P.A. ORDER	ALL OVER UNITED STATES
✓ Sunday Feb. 27 Monday Feb. 28	VICTORY CONGRESS OF BEAUTY AND FASHION At the 13th Annual N. Y. C. Hairdressers' and Cosmetologists' Convention, hairdressers will compete for the best coiffure for women in the Armed Services and war plants. Well-known authorities will judge the winner. 2000 hairdressers expected to attend. A fashion show takes place on Sunday night, Feb. 27. Publicity: Billie Gould, MU. 2-9085.	VENIDA ANNUAL HAIR- DRESSERS' CONTEST	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
✓ Monday Feb. 28 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY The Lil Picard Collection. Press by invitation. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
✓ Feb. 28	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
✓ Monday Feb. 28 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Contact: Alice Orovan, RE. 7-3767. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	ALICE OROVAN (23 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
✓ Monday Feb. 28- Mar. 3	NEW YORK GIFT SHOW A wide-range display of available giftwares and decorative accessories. Staged at 2 hotels because of huge crowds anticipated. Buyers and trade invited. George F. Little Management, AS. 4-3161.	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL NEW YORKER HOTEL
✓ Feb. 29	MILGRIM'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
✓ Tuesday Feb. 29 1:00 P.M. Luncheon	MILLINERY AT LUNCHEON FASHION SHOW Erik feels strongly that Green is a leading spring color around which many hats in this collection are designed. Open to public. Press by invitation. Luncheon a la carte. Contact: Erik of Paris, PL. 3-6607. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ERIK OF PARIS (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
✓ Tuesday Feb. 29	NEW INTERIOR DESIGNED BY DOROTHY DRAPER First time Dorothy Draper, decorator, has designed a store interior. There will be a formal opening ceremony, introducing Kerr's "Pin-Up Girl," with lots of fanfare. Publicity: Rosemary Sheehan, CO. 5-3147.	KERR'S DEPART- MENT STORE	OKLAHOMA CITY, OKLAHOMA
✓ Tuesday Feb. 29, Wednesday Mar. 1	ANNUAL MEETING Discussion of business on cartel basis as against free trade will be an exciting theme at this annual meeting. Participating will be a number of outstanding retail personalities. Among them, Beardsley Rumr, Senator Robert Taft, Congressman A. S. Monroney. A discussion will be held on simplified O.P.A. formulae and other subjects currently interesting to national retailers. Contact: Chas. Blaine, 1627 K St., N. W., Washington, D. C.	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Wednesday Mar. 1 9:30 A.M.	PRESS BREAKFAST & SPRING PREVIEW OF FASHIONS Selective interpretations of Spring in all Fashion departments. Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
✓ Wednesday Mar. 1 1:00 P.M. Luncheon	SPRING FASHIONS SEEN AT LUNCHEON Day-dresses, suits and coats to be worn for spring will be presented. Open to public. Press by invitation. Luncheon a la carte. Contact: Miriam Landey, RE. 7-1310. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MIRIAM LANDEY (22 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
✓ Mar. 1	HATTIE CARNEGIE'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
✓ Wednesday Mar. 1 3:00 P.M. Thursday Mar. 2 3:00 P.M., 7:00 P.M.	SERIES OF GARDEN FORUMS Spring is on the way and planting time raises a number of questions about the care of gardens, etc. Again, the government, through the C.D.V.O. is interested in getting us to plant as much food as possible. The Greater N. Y. Garden Council will give instruction at these Bloomingdale's Garden Sessions, on "How to make the garden grow." Press and public invited, free. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN HOUSE 7TH FLOOR
✓ Wednesday Mar. 1- Apr. 15	4TH ANNUAL SEWING CONTEST The purpose of this contest is to encourage creative design and careful sewing of clothing. First there will be local winners and later, national winners in the finals to be held in the latter part of May. National war bond prizes will be given and national winners will be announced at a press party and fashion show early in June; plans to be announced later. There will be newspaper, magazine, and radio tie-ups and country-wide store co- operation. Entry blanks will be found in stores' fabric and pattern de- partments. Publicity: Gwen McKenna, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	ALL OVER THE COUNTRY
✓ Wednesday Mar. 1	OPENING RED CROSS WAR FUND DRIVE Plans being made now in department stores all over the country to cooperate with Red Cross in opening the 1944 fund raising campaign. In N.Y., leaders of the Apparel industry are acting as chairmen in about 30 branches of men's and women's apparel. Stores wishing to collaborate, call Mrs. Harry Rosen- blatt, Chairman, Apparel Section of the Red Cross Commerce and Industry Committee, BR. 9-2104.	1944 RED CROSS WAR FUND	ALL OVER THE COUNTRY
✓ Mar. 2	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
✓ Thursday Mar. 2 10:30 A.M.	PRESS PREVIEW: SPRING FASHION COLLECTION This is the annual Spring Collection of Bendel Originals. Press by invita- tion. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SAION 10 WEST 57TH STREET
✓ Saturday Mar. 4 10:30 A.M.	"TRICKS FOR TEENS" MEETING & FASHION SHOW Easter Fashion Show with guest stars and entertainment for teen-agers. They, their parents and the press, invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Monday Mar. 6 11:00 A.M.	SPRING SHOE COLLECTION Press by invitation only.	DELMAN OF BERGDORF GOODMAN Publicity: Viola Shefer, PL. 3-2116.	754 5TH AVENUE
Monday Mar. 6 1:00 P.M. Luncheon	EASTER HAT FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publ.: Mildred Kaldor, WI. 7-9600. St. Regis Publ.: M. A. Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL IRIDIUM ROOM
✓ Monday Mar. 6 8:00 P.M.	WOMEN FOR VICTORY Awards will be presented to American and Soviet heroines of home front and battlefront. Preview of American home equipment to be sent to the Soviet. Also, music and drama features by radio, stage and screen stars. Tickets on sale at Carnegie Hall, 65¢-\$2.20. Publ.: Muriel Draper, MU. 3-2082.	NAT'L COUNCIL OF AMER- ICAN-SOVIET FRIENDSHIP	CARNEGIE HALL 7TH AVE. & 57TH STREET
✓ Monday Mar. 6	EXHIBIT: HIGH SCHOOL ART 12,000 entries of 15 different classifications of art, including oil, charcoal, photography, hand prints and battlefront art work, all done by high school students; awards will be given on Monday, Mar. 13th for the best pieces of art. Publicity: Miss Raices, CH. 4-2000.	R.H. MACY & CO., INC. AND SCHOLASTIC MAGAZINE	7TH AVENUE BUILDING 5TH FLOOR
✓ Monday Mar. 6- Mar. 18	42ND ANNUAL TOY FAIR For further information, Contact: Mr. H. D. Clark, GR. 5-6686.	TOY MFRS. ASSN. OF U.S. (200 FIFTH AVENUE)	McALPIN HOTEL AND SHOW- ROOMS AT 200 5TH AVE. & 1107 BROADWAY
✓ Tuesday Mar. 7 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
✓ Tuesday Mar. 7 Wednesday Mar. 8	2-DAY STYLE CONFERENCE Members of men's, women's, and children's Shoe Committee of the N.S.R.A., together with manufacturers, representatives and members of the trade and press will participate in a conference, the theme of which is, "What Will We Do With Victory?" Contact: L. E. Langston, AS. 4-9515.	NATIONAL SHOE RE- TAILERS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
✓ Wednesday Mar. 8 1:00 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Dein Bacher Publ.: Miss Davis, PL. 8-0221. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DEIN BACHER (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
✓ Thursday Mar. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Macy's seasonal spring display to which the press may come, by invitation. Open to public. Luncheon, \$2. Macy Publicity: Kay Inglis Jones, CH. 4-2000; Plaza Publicity: Alma Zaiss, PL. 3-1740.	R.H. MACY & CO., INC.	PLAZA HOTEL PERSIAN ROOM
✓ Sunday Mar. 12	NATIONAL SPRING RETAIL MILLINERY WEEK	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Spring Originals with the characteristic Collins' flair. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Harry Collins, PL. 3-9403. St. Regis Publ.: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 13	PUBLICATION DATE "GOODBYE MR. CHIPPENDALE" A first-rate debunking job of antiques, a kind of "Fashion is Spinach" about furniture. Traffic in precious antiques is described as patronage of the rubbish heap of Europe, by rich Americans. Sure to anger antique dealers, but nevertheless, a provocative and forward-looking point of view. Well worth reading. Publicity: Margaret Carson, MU. 2-2055.	ROBSJOHN-GIBBINGS ALFRED KNOPF	ALL BOOK DEPARTMENTS
Monday Mar. 13- Mar. 15 Fashion Show Mar. 14 8:30 P.M.	POST-WAR BEAUTY CONVENTION Theme of this show is how women will convert from war work to civilian beauty again. There will be events all day, including classes in coiffures as related to faces and fashions. Exhibits of all kinds, plus a coordinated fashion show of spring Hats and Accessories as styled to faces and hair. Open to members of trade and press. Publicity: A. Gail, CI. 7-6432.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Tuesday Mar. 14 11:00 A.M.	ADVANCE SPRING COLLECTION Tailor-mades, hand-knits and exclusive accessory originals. Press strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.	HENRY A LA PENSEE	SALON 9 EAST 55TH STREET
Tuesday Mar. 14 12:30 P.M. Luncheon	LUNCHEON MEETING Speakers to be announced. Luncheon, \$1.65, including tip. Open to members and friends. Publicity: Mrs. Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Tuesday Mar. 14 1:00 P.M. Luncheon	DRAMATIC FASHION SHOW OF HATS There is always showmanship in a Florell millinery presentation. Open to public. Press by invitation. Luncheon a la carte. Florell Publ.: Mr. Fredericks, PL. 5-0895. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 14 1:00 P.M. Luncheon	EASTER STYLES AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon from \$2. Russeks Publ.: Beatrice Castle, WI. 7-1900. Pierre Publ.: Mary Alice Rice, PL. 3-4500.	RUSSEKS 5TH AVENUE	PIERRE HOTEL COTILLION ROOM
Wednesday Mar. 15 1:00 P.M. Luncheon	"COVER GIRL" FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Saks Publ.: Eleanor Lambert, PL. 5-8580. Waldorf Publ.: Ted Saucier, EL. 5-3000.	SAKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Mar. 16 1:00 P.M. Luncheon	SPRING SHOWING: FURS, HATS AND ACCESSORIES A spring collection featuring careful needlework and exclusive fabrics in custom-made originals and hand-made pure silk blouses. Also, a small collection of ready-to-wear costumes, furs, hats and accessories, all by Stein & Blaine. Open to public. Press by invitation. Luncheon \$2. Publicity: Alma Zaiss, PL. 3-1740.	STEIN & BLAINE (15 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND ENTERTAINMENT A fashion show, directed by Ann Lauren, with models by Charles Armour, William Bloom, Anthony Blotta, I. J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Dancing after the show. Tickets from \$1.10-\$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
✓ Monday Mar. 20 1:00 P.M. Luncheon	SPRING DRESS FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mimi Tuthill, PL. 3-8259. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
✓ Tuesday Mar. 21 1:00 P.M. Luncheon	SPRING FASHION PRESENTATION Spring and Summer prints, town suits, pure silk shantungs and dinner clothes. Open to public. Press by invitation. Luncheon a la carte. Peggy Roth Publicity: Rosemary Sheehan, CO. 5-3147; Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEGGY ROTH (400 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
✓ Wednesday Mar. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publicity: Miss Miller, PL. 3-2544. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	SPORTSWOMAN, INC. (25 EAST 53RD ST.)	WALDORF ASTORIA HOTEL SERT ROOM
✓ Thursday Mar. 23 1:00 P.M. Luncheon	ATTRACTIVE SPRING ORIGINALS FEATURED The fashion press and public will review a collection of original Spring fashions at this luncheon showing. Press by invitation. Luncheon, \$2. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300; Plaza Publ.: Alma Zaiss, PL. 3-1740.	JAY THORPE, INC. (24 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Monday Thursday Mar. 23 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon from \$2. Publicity: Miss Galbraith, PL. 3-9600; Pierre Publicity: Mary Alice Rice, PL. 3-4500.	DOBB'S PARK AVENUE	PIERRE HOTEL COTILLION ROOM
✓ Monday Mar. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: HATS AND GOWNS Open to public. Press by invitation. Luncheon from \$1.85. Mme. Pauline Rice, PL. 3-4500.	MME. PAULINE (6 E. 53 ST.) MARTHA LEVINE (501 MADISON)	ST. REGIS HOTEL IRIDIUM ROOM
✓ Tuesday Mar. 28 1:00 P.M. Luncheon	PRESENTATION OF CRISP SUMMER COTTON FASHIONS Early summer play and town clothes of high fashion cottons, designed by Zachary Bogart. Open to public. Press by invitation. Luncheon a la carte. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP (543 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
✓ Wednesday Mar. 29 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Kathleen Publ.: Mrs. Oliver Hoyt, VO. 5-3464. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	KATHLEEN, INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
✓ Wednesday Mar. 29 Apr. 3	26TH ANNUAL CONVENTION AND DINNER NO HOTEL FASHION SHOWS DURING HOLY WEEK.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 44TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Tuesday Apr. 4- Apr. 6	NATIONAL SALES PROMOTION CLINIC A big-scale conference, attracting country-wide store promotion, advertising and publicity men, radio and newspaper executives. Open forum discussions on media, window displays and the place of radio in advertising. Publicity: Edw. S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	NETHERLAND PLAZA HOTEL CINCINNATI, OHIO
✓ Apr. 9	EASTER SUNDAY		
Sunday ✓ Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE This is to please the N. Y. Shoe Market which will join in providing the retail shoe industry with a concentrated Fall Market Week. This will enable quality firms to present a full-bodied display of better shoes and thus also establish shoe styles for the entire country. More details when the schedules for the Fall Market Week are announced.	ST. LOUIS SHOE MFRS. & NEW ENGLAND SHOE & LEATHER ASSOCIATION	McALPIN HOTEL 34TH ST. & BROADWAY
✓ Tuesday Apr. 18 1:00 P.M. Luncheon	BRIDAL TROUSSEAUX AND LINEN'S FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
✓ Friday Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Details later, when announced. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
✓ Tuesday May 2 1:00 P.M. Luncheon	BODY MAKE-UP FOR BARE FASHIONS With summer bathing beaches in mind, this luncheon show will demonstrate the kinds of cosmetics the new bare fashions require. Open to the public. Press by invitation. Luncheon a la carte. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
✓ Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jensen Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
✓ Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration, emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton in war, with emphasis on the new plastic finishes, water-repellant, flameproof and weather-resistant finishes for troop uses, and other exciting developments in cotton fabrics. More details later. To tie-in contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE ALL OVER THE COUNTRY NATIONAL COTTON COUNCIL	

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday.....PREMIERE: "ACTION IN ARABIA", PALACE THEATRE, BROADWAY AT 47TH STREET
 Feb. 18 An R. K. O. movie of international intrigue, with George Sanders, Virginia Bruce and others. Costumes, Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Friday.....GILBERT & SULLIVAN REPERTORY, AMBASSADOR THEATRE, 215 WEST 49TH STREET
 Feb. 18 Cast includes Florenz Ames, Robert Pitkin, Roland Partridge and others.
 Fri., Feb. 18, "Pirates of Penzance" and "Cox and Box"; Mon., Feb. 21, "The Gondoliers"; Tues., Feb. 22, "Iolanthe"; Fri., Feb. 25, "Patience"; Sat., Feb. 26, Matinee & Evening; "H.M.S. Pinafore" and "Trial By Jury"; Sun., Feb. 27, Matinee and Evening, "The Mikado"; Mon., Feb. 28, Tues., Feb. 29, "Pirates of Penzance" and "Cox and Box." Publicity: C. P. Greneker, CI. 6-9500.
- OPERAS FOR THE COMING WEEK, METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET
- Feb. 18....."Pelleas et Melisande", with Lawrence Tibbett and Mme. Sayao.
 Feb. 19....."Der Rosenkavalier", with Nadine Connor and Emanuel List. (Matinee)
 Feb. 19....."Carmen" (Popular Prices), with Lily Djanel, Annamary Dickey. Sir Thomas Beecham conducting.
 Sunday.....Gala Program: excerpts from "Mignon", "Rigoletto" and dances from "Prince Igor" and "La Gioconda".
 Feb. 20
 Tuesday.....Wagner's "Siegfried", with Traubel, Melchior, Conner and others. George Szell conducting.
 Feb. 22
 Wednesday....Triple Bill: "Cavalleria Rusticana", "Pagliacci" and dances from "Prince Igor". Publicity: Constance Hope, PL. 3-3390.
 Feb. 23
- Sunday.....COCKTAIL PARTY TO HELP SPANISH REPUBLICANS, PIERRE HOTEL, 61 ST. AT 5TH AVE.
 Feb. 20 Under the auspices of the Anti-Fascist Refugee Committee. Outstanding talent. Admission \$2.50. For tickets, write to A.F.R.C., 290 Lexington Ave.
 4-7 P.M.
 Sunday.....PRESENTATION: "TOSCA" and "CARMEN", N. Y. CITY CENTER, 135 WEST 55TH ST.
 Feb. 20 "Tosca" will be sung by Dusolina Giannini and directed by Laszlo Halasz.
 Monday "Carmen" will be sung by Jennie Tourel. Prices, \$1.10-\$2.20 top.
 Feb. 21 Publicity: Jean Dalrymple, MU. 5-3114.
- Monday.....OPENING: "RIGHT NEXT TO BROADWAY", BIJOU THEATRE, 209 WEST 45TH STREET
 Feb. 21 A Garment Center comedy by Paul Paley with a huge cast. Costumes, Lombardy Dresses Inc. Publicity: Richard Maney, WI. 7-6939.
 8:40 P.M.
 Tuesday.....PREMIERE: "LADY IN THE DARK" (Movie), PARAMOUNT THEATRE, B'WAY & 43RD ST.
 Feb. 22 The big, gala, long-awaited movie, "Lady in the Dark," produced over a year ago, comes to N. Y. at last. New Yorkers saw the stage play with Gertrude Lawrence; now Ginger Rogers is taking her place in the movie. This long-awaited extravaganza, with no expense spared, is full of romance and fashion interest. Clothes alone, cost over \$185,000. Dress designers are Edith Head, Mme. Karinska, Mitchell Leisen, and Raoul Pene du Bois. Publicity: Aileen Brenon, BR. 9-8700.
- Thursday.....PREMIERE: "NO GREATER LOVE", VICTORIA THEATRE, BROADWAY AT 46TH STREET
 Feb. 24 New Russian movie, made in Russia, glorifying woman's fighting strength in the war. Opening as A.W.V.S. Benefit on Feb. 23 and to the public, Feb. 24. Publicity: Philip Sterling, BR. 9-7680.
- Wednesday....OPENING: "THANK YOU SVOBODA", MANSFIELD THEATRE, 256 WEST 47TH STREET
 Mar. 1 For a change, a war-time comedy, taking place in Czechoslovakia during the Nazi invasion. Starring performer, Sam Jaffe. Costumes, Rose Bogdanoff. Publicity: Willard Keefe, CI. 7-5282.
- Thursday.....OPENING: "ALLAH BE PRAISED", FORREST THEATRE, 230 WEST 49TH STREET
 Mar. 2 A musical comedy with John Hoystradt, Mary Jane Walsh, Shirley Ross and others. Costumes. Miles White. Publicity: Karl Bernstein, CI. 6-0427.